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FOR IMMEDIATE RELEASE

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Bridgestone to Increase Production Capacity of Adhesive Film for Solar Modules

Total Investment of ¥8.2 billion in Two Plants
Will Allow Monthly Production Capacity of 6,600 Tons in 2012

Tokyo (July 20, 2010)—Bridgestone Corporation announced today that it will increase its production capacity of EVA (ethylene vinyl acetate) film(※), which is used as an adhesive film for solar modules. To meet growing demand for EVA film, Bridgestone will invest a total of ¥8.2 billion to increase the production capacity of its Iwata Plant in Iwata City, Shizuoka Prefecture and its Seki Plant in Seki City, Gifu Prefecture. Through this investment, Bridgestone will increase the combined monthly production capacity of both plants from 4,200 tons (including increases in production capacity scheduled for 2011) to 6,600 tons. This production capacity should be achieved in 2012. Details regarding the investment in each plant are outlined below.

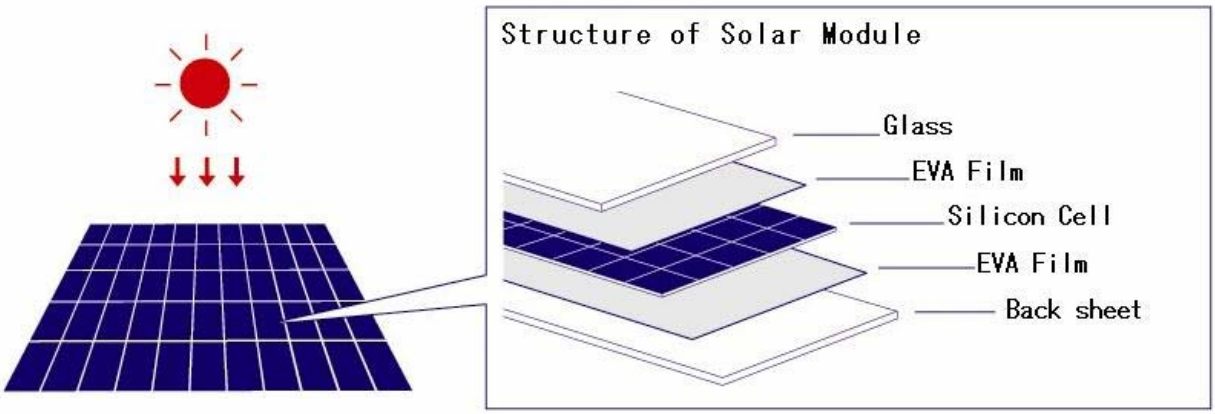
Plant	Investment	Production Capacity (Increase in Capacity)	Schedule Completion
Iwata Plant	¥4.2 billion	4,200 tons per month (1,200 tons)	First half of 2012
Seki Plant	¥4.0 billion	2,400 tons per month (1,200 tons)	First half of 2012

Demand for solar modules has increased worldwide in recent years, and the market for this technology is expected to remain strong over the medium to long term, especially in Europe, North America and Japan. The rapid growth in this market has resulted in increased demand for EVA film, which is used in the design of solar modules.

Contributing to the environment through its products and business practices is a fundamental aspect of Bridgestone's corporate philosophy, and supplying the market with EVA film is a significant contribution to the spread of green energy. For this reason, as well as to meet the rapid growth in demand, Bridgestone will consider further increases in production capacity based on market demands.

※EVA film is used to fasten the silicon cell (which converts the sun's rays to electricity) to the glass surface through heat-induced molecular binding. EVA film becomes transparent and colorless upon heating, while its waterproof nature and strength against ultraviolet rays makes it an ideal adhesive film for solar modules outdoors.

＜Structure of Solar Module＞



eco-Activities

This mark expresses the environmental management activities promoted by Bridgestone. The “e” represents the first letter of the word “Ecology”, the cornerstone of these activities. The mark also symbolizes the seeds borne from our eco foundations in the form of a clear sky and growing trees.

About Bridgestone Corporation:

Bridgestone Corporation, headquartered in Tokyo, is the world’s largest tire and rubber company. In addition to tires for use in a wide variety of applications, it also manufactures a broad range of diversified products, which include industrial rubber and chemical products and sporting goods. Its products are sold in over 150 nations and territories around the world.

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